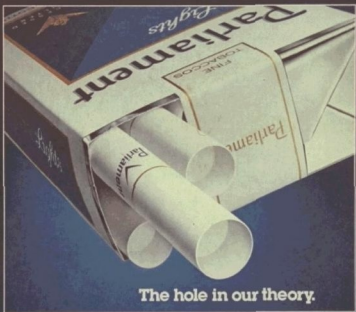


LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT INTERNATIONAL, INC.

Ad. No. 1081—"THEORY"—Rev. No. 63477—Page—094 x 12 inches—4/5—Sunday Supplement, 1981 (A)

Printed in U.S.A.



The hole in our theory.

There is a hole at the end of our cigarette, and a theory behind the hole.

The hole keeps your lips from touching the tar that builds up on the filter.

Flush filters can't do that.

Which is why Parliament Lights are so tastefully light.

In theory, that sounds great. In fact, it tastes even better.



Only Parliament Lights has the famous recessed filter.

Available in Soft Pack, Box and 100's.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

© Philip Morris Inc. 1981

Soft Pack: 9 mg "tar," 0.7 mg nicotine—Box: 10 mg "tar," 0.7 mg nicotine—100's: 12 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Dec. 79.

